Hey **[insert boss’ name]**,

I’m interested in attending the **Customer Marketing Summit** on September 21 & 22, 2023 in **San Francisco.** Full details can be found here: [**https://events.customermarketingalliance.com/location/sanfrancisco/**](https://events.customermarketingalliance.com/location/sanfrancisco/)

I would like to inquire whether there is a potential for you to offer financial assistance to support my attendance at the summit.

The event, organized by **Customer Marketing Alliance,** is specifically designed to assist customer marketers in their professional journey by providing the necessary strategies, tactics, and methods to make a significant impact in our industry.

By taking advantage of the diverse range of content offered in approximately 18 sessions, networking opportunities, and insightful keynotes, my objective is to enhance my proficiency in **[X], [Y], and [Z].** Through extensive research on the upcoming event, I firmly believe that it will greatly contribute to achieving the goals associated with my current role at **[company's name].**

* **Goal #1:**
* **Goal #2:**
* **Goal #3:**

Sessions include:

* **Session #1:**
* **Session #2:**
* **Session #3:**

Lots of respected leaders within the field are talking about it and this is what one had to say about last year’s event:  
  
“*Customer Marketing Alliance has really helped me solve one of my big problems as a customer marketer which is talking to other people that really understand what it is that I’m trying to accomplish*” - Callie Rojewski - Director of Customer Advocacy at **Menlo Security**

I believe the Customer Marketing Summit San Francisco would provide **[company name]** with essential knowledge to differentiate our services and is a wise investment considering the available payment plan options. I am committed to submitting a post-event report that includes an executive summary, major takeaways, tips, and event pictures.

I would be delighted to discuss this opportunity in further detail. Please let me know if you need any additional information at this stage.

Thanks,   
**[Your name]**